



2003 Annual Report



2004 Calendar



First 5 Commission of San Diego County
Improving the lives of children 0 to 5

★ 2003 Commissioners

Greg Cox, Chair
Ken Colling, Vice Chair
Nora Faine
Rodger G. Lum
Nancy Bowen



★ Technical & Professional Advisory Committee

January – June 2003

Ken Colling, Chair
JoAnne Bushby, Vice Chair
George Cameron
Madonna Carlson
Gary Cox
Kristin Gist
Annamarie Martinez
Pam Nagata
Gene Nathan
Audrey Naylor
Lorraine Puckett
Kathlyn Roberts
Mary Sammer
Laura Spiegel
Charlene Tressler

July – December 2003

Ken Colling, Chair
JoAnne Bushby, Vice Chair
George Cameron
Madonna Carlson
Michael Carr
Cindy Dickinson
Marty Giffin
Kristin Gist
Annamarie Martinez
Gene Nathan
Audrey Naylor
Kathlyn Roberts
Carola Solano-Humerez
Marilyn Stewart
Charlene Tressler

★ Executive Director

Laura Spiegel (beginning April 2003)
Gloria Bryngelson (ending March 2003)

★ Staff Members

Mila Apuy
Bill Boggs
Rick Collantes
Kim Frink
Martha Garcia
Rosa Lemus
Myra Lopez

Denis McGee
Amie Meegan
Lynda Mills
Susan Morgan
Valerie Williams
Grace Young



First 5 Commission of San Diego County

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LETTER FROM THE CHAIR

Dear Parents and Community Residents of San Diego County:

It has been my privilege and honor to serve as the Chair of the First 5 Commission of San Diego County during 2003. The Commission was established in 1998 with the passage of Proposition 10, the California Children and Families Act. The Act established a 50-cent tax on tobacco products to fund programs that promote children's physical, cognitive and emotional development during their most critical formative years, prenatally to age five. Each of the 58 counties in the state has a local commission to oversee the use of these important funds.

As a parent and former educator, I am proud that through this effort we are able to have an impact on children's readiness to succeed in school and life. During 2003, we provided funding to 100 programs that support the Commission's vision that every child in San Diego County will enter school ready to learn. Commission supported programs reach children and families in every region of the county. In 2003, working through our funded community partners, the Commission:

- * **Addressed gaps in health services** – We provided second-year funding to 30 programs offering health and developmental assessments and treatment to children before kindergarten entry; we approved funding for outreach to enroll low-income, uninsured children in Medi-Cal and Healthy Families health insurance programs; and we funded a media and public education campaign to ensure that infants receive needed immunizations.
- * **Provided education and information to parents** – The Commission funded 36 programs offering parent education classes, information, counseling and referrals.
- * **Supported long-term planning** – The Commission provided funding to support planning and start-up operations for a countywide 211 call system that when implemented will make it easy for families to find health, parenting and social service resources. The Commission also funded three planning studies to be completed in 2004 that will identify community concerns, best practices and effective strategies for addressing child health, early literacy and behavioral health coordination.
- * **Promoted innovative solutions** – A new grant policy was established in 2003 to encourage the development of innovative direct service approaches. In addition, the Commission also funded an Intergenerational Initiative that will allow local programs to build their service capacity by tapping into the wealth of wisdom and experience that resides in our senior population. In the coming year this initiative will bring 200 seniors together with kids in support of school readiness.
- * **Worked to build capacity in our public systems** – 112 staff from 32 city and county libraries participated in Commission-funded training to help them improve pre-literacy programs for infants, toddlers and preschoolers in the libraries. In addition, the Commission funded five school districts to provide comprehensive school readiness programs to approximately 4,500 children in communities with low performing schools.

As Commission Chair, it has been my pleasure to support many great providers and programs that understand children's experiences have a profound impact on their development. If we can ensure that all young children are healthy, are raised in nurturing environments, and are provided with positive opportunities to explore and learn, we can, in a sense, "immunize" them from school failure, poverty and crime. We encourage you to reach out to the children and families in your life and to support local efforts that are working to ensure a good start for every child. Investing in young children is a long-term investment that will pay off in a better quality of life for all of San Diego County's residents.

Sincerely,



Supervisor Greg Cox
Commission Chair

Recent research provides compelling evidence confirming the impact that children's early experiences have on their brain development and life potential. For San Diego County to thrive and prosper, it's important that all children get the best start possible.

The driving vision behind the work of the First 5 Commission of San Diego County is that:

Every child in San Diego County will enter school ready to learn.

The Commission strives to achieve this vision by:

- Funding services
- Advocating for policy change at local, state and national levels
- Acting as a catalyst and leader for coordinating and integrating existing resources
- Building community capacity and infrastructure to support families

The Commission is responsible for approximately \$40 million annually to be used to promote the health and development of young children during their most critical early years, beginning prenatally to age five. Advising the Commission is a 15 member Technical and Professional Advisory Committee representing San Diego County's ethnic, professional and geographic diversity. The Commission uses a Strategic Plan and an Implementation Plan, developed with extensive community input, to guide funding decisions.

Strategic Plan & Implementation Plan for 2001-2003

During the first half of 2003, Commission activities and funds addressed seven priority result areas set forth in the Strategic and Implementation Plans for fiscal years 2001-2003:

- Children are physically, emotionally & developmentally ready to learn.
- Children have literacy skills that are developmentally appropriate.
- Parents have high quality information and support.
- Child care/early education is high quality.
- Community capacity for integrated, appropriate services is increased.
- State Commission and other resources are leveraged.
- The Commission and the community are mutually accountable for the effective use of Prop 10 funds.

During fiscal year 2002-03 alone, 650,000 client contacts with children and/or families occurred as a result of First 5 San Diego funding.



PRIORITY RESULT #1: *Children are physically, emotionally & developmentally ready to learn*

Prevention and early intervention are key to starting young children on a path to future school and life success. When health and developmental problems are addressed early, the opportunity to prevent more serious problems is much greater. During 2003, the Commission provided \$17.8 million in second year funding to 49 programs across San Diego County. Thirty of these programs provide health and developmental assessments and treatment. Funded services include health and developmental screening and treatment, health and behavioral consultation for child care providers, mobile health services, health education for parents, nurse visits with new moms, and many others.



PRIORITY RESULT #2: *Children have literacy skills that are developmentally appropriate*

Developing a love of words and books in young children can set the foundation for a lifelong love of learning. Early literacy or "pre-literacy" skills can be fostered in young children through simple activities such as rhymes, storytelling, singing, looking at picture books, and reading to them. Based on recommendations from the 2002 Commission-sponsored Literacy Summit and the Commission's Literacy Leadership Team, the First 5 Commission of San Diego funded the development of "Ready to Read San Diego", a guide to local pre-literacy resources. Approximately 14,000 copies were distributed to libraries, schools, pediatricians, child care providers and other community-based organizations. The Commission also funded the development of an interactive pre-literacy training curriculum for library staff. In 2003, 112 staff from 32 libraries throughout the county participated in the training, which will be expanded in 2004. A pre-literacy curriculum for child care providers is also being developed for 2004 implementation.



PRIORITY RESULT #3: Parents have high quality information and support

The need for parent education and centralized resource information is frequently expressed by local parents regardless of their income, ethnicity or neighborhood. The Commission addressed these needs through the funding of several important initiatives listed below.

- Since the kick-off in January 2002, approximately 80,000 copies of the *Kit for New Parents* have been distributed by more than 500 distribution partners (hospitals, clinics, resource centers, etc.). The Kit is distributed to new parents in the county and includes educational videos and pamphlets that provide parents with useful and practical parenting information.
- As noted under PRIORITY RESULT #1, \$17.8 million in second year funding was granted to 49 programs during 2003. Thirty-six of these programs provide parent education and support. (Some also provide health services.) Many wonderful programs were supported with First 5 Commission dollars, including: Parenting Link, a toll free number for parent education classes; Project Q Kids, educational messages for parents on KPBS and KGTV; Solutions for Kids, parenting education for homeless mothers; Joy of Sports, physical education program for parents and preschoolers; and many others too numerous to mention here.
- An inventory of local information and referral systems for parents of young children was completed in 2003. This was an important step in preparing for the implementation of a local 211 coordinated resource and referral call system for health and human services.

PRIORITY RESULT #4: Child care / early education is high quality

In 2003, the First 5 Commission of San Diego County's major child care improvement initiative was the San Diego CARES program, which began in 2001. The First 5 California Children and Families Commission provides 20% of the funding for this program. The purpose is to improve the quality of child care by rewarding child care and early education professionals for meeting education and job retention milestones. Both family child care providers and those who work in child care centers and preschools are eligible. Between July 2002 and June 2003, 970 providers each received a \$1,500 stipend. The YMCA Childcare Resource Service administers the San Diego CARES program. To find out more, call 1-866-CARES SD (227-3773) or visit their website at <http://www.ymcacrs.org/providers/CARES.html>.





PRIORITY RESULT #5:

Community capacity for integrated, accessible, inclusive and culturally appropriate services is increased

Community participation is essential to the success of the Commission's efforts. As a result, a Civic Engagement Leadership Team meets regularly to develop and evaluate strategies for community engagement. Several successful strategies were employed in 2003:

- Participation in an eight-county foundation-sponsored initiative -- the Civic Engagement Project for Children and Families. This initiative provided the Commission with funding and technical assistance to support community engagement efforts.
- Utilization of a Technical and Professional Advisory Committee (TPAC) and four leadership teams (civic engagement, evaluation, literacy and school readiness) to advise the Commission and the Executive Director. Members on TPAC and the leadership teams brought geographic, ethnic and professional diversity to the Commission's decision-making processes.
- Hosting or support for 11 community conversations to seek input from parents, providers and community members on topics such as school readiness, early literacy, children's vision and hearing needs, health care access, and oral health. Translation was provided at several of the conversations to make it easier for parents to attend.
- Provision of technical assistance in community engagement and parent leadership to collaboratives and parent groups in five communities through a contract with the Consensus Organizing Institute. Included was the hosting of 11 community forums, a one-day Parent Leadership Academy, support for an 11-week summer institute entitled, "Knowing and Organizing Your Community," and supervision of four Americorps members who served as Parent Involvement Coordinators in El Cajon, City Heights and Oceanside.
- Provision of technical assistance to community-based organizations through quarterly grantee meetings. Topics included program evaluation, fiscal reporting requirements, community resources, the Kit for New Parents, California Early Start, parent education models and more.
- Development of three presentation modules for community presentations:
 - The Purpose and Promise of Prop 10,
 - The First 5 Years are the Most Important, and
 - School Readiness = Life Readiness.



In 2002, grants of up to \$10,000 were awarded to 35 parent-run organizations for special projects addressing the Commission's vision. The organizations completed their projects in 2003. The grants demonstrated how parent groups, with even small amounts of funding, could develop innovative, community-based solutions for meeting the needs of children and families. Examples of the funded programs include:

- Training for expectant fathers
- Support and education for families of children with disabilities
- Parent education
- Workshops that brought the parents of preschoolers and kindergarten teachers together to talk about preparing children for school
- Shaken Baby Syndrome prevention training for foster parents
- Support and training for parents in substance abuse recovery
- Public education on postpartum depression
- Literacy kits for parents with children in preschool

PRIORITY RESULT #6: *State Commission and other resources are leveraged*

Proposition 10, passed by California voters in 1998, established a statewide commission as well as a local commission for each of California's 58 counties. The State Commission, First 5 California, receives 20% of the Prop 10 tobacco tax funds and the rest is distributed to the county commissions based on the number of births in each county. First 5 California uses its funding for statewide media and educational campaigns, and to develop and implement statewide initiatives. Local commissions participating in statewide initiatives typically receive a funding match from the State Commission to provide partial support for local implementation.

In 2003, the First 5 Commission of San Diego County, participated in two of the State Commission's major initiatives: the School Readiness Initiative and the CARES program (described earlier). The purpose of the School Readiness Initiative is to provide comprehensive school readiness services to pre-kindergarten children and their families living in communities with low performing schools. Each school readiness program must address: early care and education, parenting/family support, health and social services, and schools' readiness for children. In 2003, five of the eight participating San Diego County school districts had School Readiness Initiative programs, and the other three districts had applications pending with First 5 California.

In addition, the Commission hosted a Kindergarten Teachers' Summit in May 2003 to discuss kindergarten readiness and potential roles for the First 5 Commission. Thirty-six teachers from 22 districts attended. The School Readiness Leadership Team is using the information gained to develop future strategies for supporting children's readiness for school.

PRIORITY RESULT #7:

The Commission and the community are mutually accountable for the effective use of Prop 10 funds

The first few years of the Commission's operations were primarily focused on establishing operations and funding services. During the last two years, the Commission has taken several important steps to increase the Commission's ability to evaluate the effectiveness of funded initiatives and programs:

- In 2002 and 2003, agencies receiving Commission grants received training in the logic model of program evaluation and developed evaluation plans.
- In July 2003, the Commission contracted with Harder and Company to design and implement evaluations that will identify the results of multi-program funding initiatives.
- In October 2003, the Commission began a pilot with 10 funded programs to test the State Commission's Prop 10 Evaluation Data System (PEDS). PEDS provides a uniform, internet-based system for the tracking of evaluation measures across programs and counties. If the pilot is successful and PEDS can be expanded to other First 5 funded programs, the Commission will save on some of the costs of a customized independent evaluation system.

*See the last page of the Annual Report for a complete list of funded programs in 2003.
For more detailed information visit the Commission's website at www.first5sandiego.org*



Strategic Plan & Implementation Plan for 2003-2006

Early in 2003, the Commission approved new Strategic and Implementation Plans for the period July 1, 2003 to June 30, 2006. The Strategic Plan describes the Commission's vision, mission, values and operating guidelines. The Implementation Plan, which is reviewed annually, provides priority results, strategies for achieving these results and funding timelines. Four priority results are identified in the Implementation Plan for 2003-2006:

- Critical health issues that impact school readiness are identified and addressed.
- Parents and other caregivers have knowledge, skills and resources to support children's health, social/emotional and cognitive development.
- Parents, communities and systems support children's readiness for school.
- Community resources for children and families are linked and coordinated.

The Commission has already begun to implement the strategies that support the priority results above. New strategies funded in the second half of 2003 include:

- \$50,000 to fund a Behavioral Health Planning and Coordination Study to develop recommendations for future strategies
- \$50,000 for a public education influenza immunization campaign targeting infants ages 6-23 months
- \$500,000 for Innovative Grants that offer new and unique direct service approaches for promoting the development of children ages 0 to 5
- \$150,000 to fund a Child Health Needs and Assets Assessment that will identify critical health needs and recommendations for future funding
- \$75,000 to fund a Pre-literacy Planning Study to develop recommendations for future funding
- \$1,000,000 for a two-year infant immunization media and outreach campaign targeting African-American, Latino and Filipino communities
- \$2,000,000 to the Community Health Improvement Partners (CHIP) to fund three years of start-up, planning and operating costs for the 211 system
- \$4,000,000 over three years to 11 competitively chosen projects that will use an intergenerational strategy to tap into the human capital of our seniors to support programs that are promoting young children's future school and life success
- \$6,000,000 over two years to six competitively chosen projects to conduct intensive outreach to families, enroll eligible pregnant women and young children in health insurance, support retention of health insurance, and promote appropriate utilization of preventive and treatment services
- \$60 million to be released in 2004 to support capital projects that will directly benefit children ages 0 to 5
- \$4.98 million to be released in 2004 to fund oral health public education and services
- \$105,000 to support additional early literacy training for librarians



Ensuring a Bright Future for Children

State resources invested in providing young children with the best possible start in life are minimal and shrinking fast due to the State budget crisis. We encourage you to be a voice for children because what we do now to support children's early development will have a long-term impact on the quality of our lives and the lives of our children. Our choices will shape their chances.



First 5 Commission of San Diego

*Statement of Revenues,
Expenditures and Changes
in Fund Balance for the
Year Ended June 30, 2003*



Revenues	
Prop 10 Tobacco Tax	\$31,995,984
Prop 10 School Readiness	\$3,340,088
Prop 10 Child Care Retention	\$3,779,617
Interest on State Prop 10 Funds	\$55,045
Interest Revenue	\$3,272,757
Total Revenues	\$42,443,491
Expenditures	
Commission Staff Salaries and Benefits	\$1,097,387
Services and Supplies	\$1,279,933
Contributions to Community Projects	\$21,644,028
Total Expenditures	\$24,021,348
Net Change in Fund Balance	
Fund Balance, July 1	\$139,307,015
Fund Balance**, June 30, 2003	\$157,729,158



** Fund Balance includes the Commission's Operating and Sustaining Reserve accounts.

First 5 Commission of San Diego County Funded Programs by Region¹

Calendar Year 2003

North Inland Region

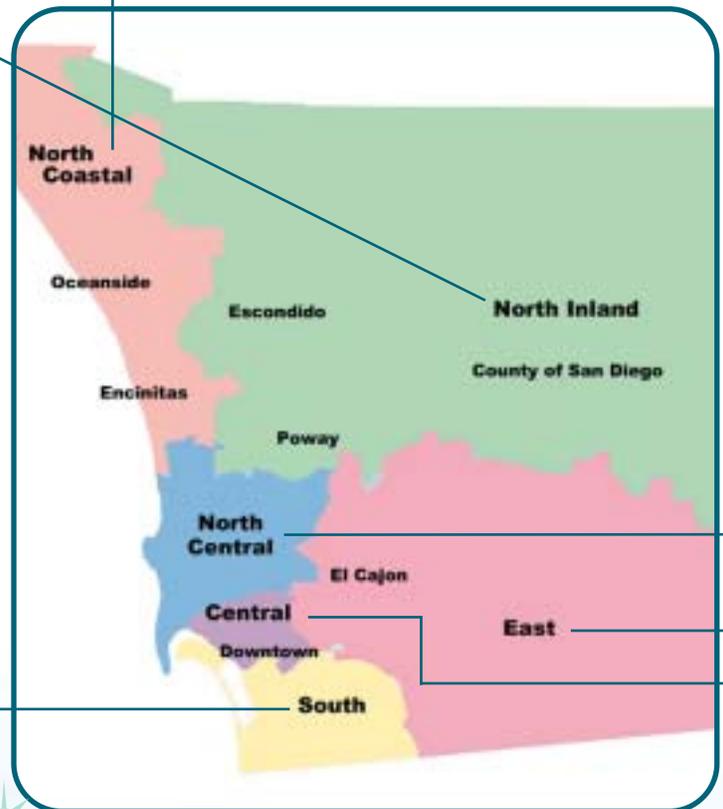
+ 📄	Children's Hospital: C3²	\$1,500,000
	Children's Care Connection	
+ 📄	Community Health Systems, Inc.²	\$346,249
	Fallbrook Family Health Clinic	
📄	Consensus Organizing Institute²	\$239,997
	Community Engagement Project	
📄	Fallbrook Union School District²	\$245,824
	Parents as Teachers Program	
+ 📄	North County Health Services²	\$60,000
	Parent/Child Resource Center	
+ 📄	North County Health Services²	\$198,387
	Project All Ready!	
+ 📄	North County Serenity House	\$219,627
	Healthy Access For Children	
📄	North County Solutions for Change, Inc.²	\$50,000
	Solutions for Kids	
+ 📄	Palomar Family Counseling Service, Inc.²	\$839,970
	Childnet Development Services	
+ 📄	Palomar Pomerado Health²	\$1,300,000
	Welcome Home Baby	
📄	Poway Unified School District	\$275,836
	Ready to Learn	
+ 📄	St. Clare's Home, Inc.²	\$54,900
	Little Angel's Learning Center	
+ 📄	Vista Community Clinics²	\$400,000
	Infancia Feliz	

North Coastal Region

📄	Joy of Sports Foundation	\$50,000
	Star Program For Parents & Preschoolers	
+ 📄	Children's Hospital: C3²	\$1,500,000
	Children's Care Connection	
📄	Consensus Organizing Institute²	\$239,997
	Community Engagement Project	
+ 📄	North County Health Services²	\$60,000
	Parent/Child Resource Center	
+ 📄	North County Health Services²	\$198,387
	Project All Ready!	
📄	North County Solutions for Change, Inc.²	\$50,000
	Solutions for Kids	
+ 📄	Palomar Family Counseling Service, Inc.²	\$839,970
	Childnet Development Services	
+ 📄	Palomar Pomerado Health²	\$1,300,000
	Welcome Home Baby	
+ 📄	St. Clare's Home, Inc.²	\$54,900
	Little Angel's Learning Center	
+ 📄	Shiley Eye Center²	\$267,416
	Mobile Preschool Eye Care Save Our Children's Sight (SOCS)	
+ 📄	Vista Community Clinics²	\$400,000
	Infancia Feliz	

South Region

+ 📄	Alpha of San Diego, Inc.²	\$288,076
	Vision & Healthcare Advocacy AVHA-Tots	
+ 📄	Centro de Salud de la Comunidad de San Ysidro	\$1,500,000
	Healthy Steps Project	
+ 📄 📖 📚	Chula Vista School District (4 year grant)	\$3,120,000
	School Readiness Initiative	
📄	Community Health Group	\$220,000
	Parent Education Home Visits	
📄	Consensus Organizing Institute²	\$239,997
	Community Engagement Project	
+ 📄	Family Health Centers²	\$900,000
	Project Steps to Social, Emotional and Educational Development (SEED)	
+ 📄 📖	Homey's Youth Foundation²	\$201,491
	Family Health & Literacy Project	
+ 📄 📖	National City Public Library	\$105,825
	Words on Wheels (WOW) Mobile	
+ 📄 📖 📚	National School District (4 year grant)	\$1,439,999
	School Readiness Initiative	
+ 📄 📖 📚	San Ysidro School District (4 year grant)	\$2,056,668
	School Readiness Initiative	
📄	South Bay Union School District	\$288,420
	Healthy Early Life Promotion (HELP)	



Legend

- + Physical and social-emotional health services
- 📄 Parent education, support and information
- 📖 Early/family literacy services and information
- 📚 Childcare provider training, education and cross-system coordination

¹ County of San Diego, Health and Human Services Agency Regions

² Program serves multiple regions. The funding amount listed is the total grant award, not the amount per region.

North Central Region

+	Alpha of San Diego, Inc.² \$288,076 Vision & Healthcare Advocacy AVHA-Tots
+ +	Bayside Community Center \$196,366 Giant Steps
+	Episcopal Community Services \$45,000 <i>Kids First/Learning First</i>
+	Home Start, Inc. \$99,104 Project PRAISE
+	Jewish Family Services \$50,000 Parent Education Program
+ +	Lawrence Family Jewish Community Center \$49,984 Nierman Preschool
+ +	Palomar Pomerado Health² \$1,300,000 Welcome Home Baby
+ +	San Diego City Schools (4 year grant)² ... \$10,548,720 School Readiness Initiative
+	SAY San Diego, Inc.² \$400,000 Born to Learn/Start Smart
+	SAY San Diego, Inc. \$295,000 Healthy Start Military Family Cluster
+	Shiley Eye Center² \$267,416 Mobile Preschool Eye Care Save Our Children's Sight (SOCS)
+	Therapeutic Services, Inc.² \$711,580 Building Bridges
+	UC Cooperative Extension \$243,406 Off To a Good Start

East Region

+ +	Cajon Valley Union School District (4 year grant) ... \$724,000 School Readiness Initiative
+	Catholic Charities \$167,219 Healthy New Americans-East County of San Diego
+	Consensus Organizing Institute² \$239,997 Community Engagement Project
+	Mountain Health & Community Services, Inc. \$200,000 Rural Children & Families Project
+	Multi-Cultural Child Development Center \$50,000 Immigrant Families Parent Education Program
+	Santee School District \$160,000 Children & Families Ready for School
+	Therapeutic Services, Inc.² \$711,580 Building Bridges

Countywide

+	American Lung Association \$900,000 Asthma Initiatives
+	Child Abuse Prevention Foundation \$349,999 Developmental Screening & Enhancement Program (DSEP)
+	Children's Hospital: Anderson Dental Center \$175,000 Welcome Baby Teeth
+ +	Children's Hospital \$100,000 Partnership for Smoke Free Families
+	Community Health Improvement Partners \$141,000 211 Implementation
+ +	Info Line of San Diego County, Inc. \$50,000 Early Literacy Guide
+	Info Line of San Diego County, Inc. \$217,902 Parenting Link
+	San Diego READS \$200,000 Early Literacy Training for Library Staff
+	SDSU Foundation: Exceptional Families \$543,601 Healthy and Ready to Learn
+	SDSU Foundation: Por la Vida \$857,446 Familias Saludables
+	SDSU Foundation: KPBS \$741,000 Project Q Kids: Raising Quality Children
+	UCSD Regional Perinatal Systems \$704,356 Kit for New Parents – Welcome Baby Program
+	Union of Pan Asian Communities \$425,742 Families Living in Good Health Together (FLIGHT)
+	YMCA Childcare Resource Service \$400,000 Early Literacy Training for Childcare
+ +	YMCA Childcare Resource Service \$596,880 Health Consultant/Behavioral Health Specialist
+	YMCA Childcare Resource Service \$2,355,420 San Diego CARES

Central Region

+	Alpha of San Diego, Inc.² \$288,076 Vision & Healthcare Advocacy AVHA-Tots
+	Consensus Organizing Institute² \$239,997 Community Engagement Project
+ +	Family Health Centers² \$900,000 Project Steps to Social, Emotional and Educational Development (SEED)
+ +	Homey's Youth Foundation² \$201,491 Family Health & Literacy Project
+	San Diego Birthing Project \$50,000 In-home visitation
+ +	San Diego City Schools (4 year grant)² .. \$10,548,720 School Readiness Initiative
+	San Diego Community College \$95,131 Project CHILD
+ +	SAY San Diego, Inc.² \$400,000 Born to Learn / Start Smart
+	Shiley Eye Center² \$267,416 Mobile Preschool Eye Care Save Our Children's Sight (SOCS)
+ +	St. Vincent de Paul Villages \$315,294 Project SAFE CHILD
+	Supreme Council of Somali Community \$50,000 Somali Community Health Program

Funding amounts listed are primarily fiscal year 2002-03 funding awards.